

## PRODUCT CONFIGURATION DISPLAY SYSTEM AND METHOD

### Abstract of the Disclosure

5 A product configuration display system and method enabling the configuration and displaying of a product for purchase by a potential buyer. A product configuration display system comprises a data center having a microprocessor operably connected to a storage media. The data center is configured to be networked with at least a buyer terminal, and to receive at least one request to change a product presentation from the buyer terminal. The product configuration display system also includes at least one three-dimensional digital representation or model of a product. 10 The three-dimensional representation of the product is stored in the storage media and is capable of illustrating multiple perspective views of the product by rotating. The product configuration display system further includes a product display module that is operably connected to the storage media. The product display module is configured to execute in the data center, and includes a definition of a product display screen that is accessible by the buyer terminal. The product display module is further configured to receive a request to change a product presentation through the product display screen. The product display module is additionally configured to display the changed product presentation in the product display screen. Changes such as color and texture 20 can be made quickly because the same basic digitized model is used for multiple colors and textures.

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